

COMMUNICATIONS SPECIALIST

General Definition of Work:

Performs intermediate professional work receiving and processing citizen information and assistance requests. Work is performed under the general supervision of the Communications and Outreach Manager.

FLSA: non-exempt

Essential Functions:

- Research and write for television programming on Time Warner Cable Channel 22, including “Cabarrus This Week,” public service announcements, video packages and other projects.
- Research, write and administer weekly e-newsletter using campaign management software.
- Raise the profile of County programs and services through marketing, social media and public relations outreach.
- Share internal program information, and engage employees in County operations and goals by coordinating with County departments to create and administer internal campaigns.
- Monitor, track and report on media placements and program analytics.

(These are intended only as illustrations of the various types of work performed. The omission of specific duties does not exclude them from the position if the work is similar, related, or a logical assignment to the position. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.)

Typical Tasks:

- Develop content for marketing materials, website pages, social media and press releases.
- Respond to media inquiries and provide information to the general public.
- Provide editorial review of materials.
- Provide event planning assistance for public appearances, lectures, contests, or exhibits to increase public or services awareness.
- Attend meetings as required or assigned.
- Provide crisis communication assistance, including performing work during emergency and inclement weather situations.
- Perform other duties as assigned.

Knowledge, Skills and Abilities:

Thorough knowledge of communications, marketing and dissemination practices and procedures. Knowledge of the structure and content of the English language including the meaning and spelling of words, rules of composition, and grammar. Working knowledge of office equipment and computers and applicable software applications. General knowledge of the organization and functions of County government. Proficiency in AP Style, Facebook, Twitter, SharePoint, Word, Excel, Outlook, PowerPoint, Adobe Photoshop and Constant Contact. Ability to establish and maintain effective working relationships with citizens and staff; to communicate with others tactfully and courteously over the telephone and in person; to prepare and maintain detailed files and records; to plan work and work independently; to work as part of a team; and to manage multiple tasks and short deadlines.

Education and Experience:

Requires graduation from an accredited college or university with a degree in communications, marketing, public relations or a related field with some experience in marketing and public relations. An equivalent combination of education and experience may be considered. Experience in government relations preferred.

Physical Requirements:

This is normally sedentary work requiring the exertion of up to 10 pounds of force occasionally and a negligible amount of force frequently or constantly to move objects; some work may require requiring the exertion of up to 20 pounds of force occasionally, up to 10 pounds of force frequently, and a negligible amount of force constantly to move objects; work requires fingering, and repetitive motions; vocal communication is required for expressing or exchanging ideas by means of the spoken word; hearing is required to perceive information at normal spoken word levels; visual acuity is required for preparing and analyzing written or computer data, determining the accuracy and thoroughness of work, and observing general surroundings and activities; the worker is not subject to adverse environmental conditions.

Special Requirements:

Possession of an appropriate driver's license valid in the state of North Carolina. Position is a safety-sensitive position as defined by the Drug Free Workplace Policy. Position is essential as defined by the Inclement Weather Plan. Position may require (some/occasional) evening/weekend work.